

Spotlight on Emirates

Ranked 11th in 2023

Emirates has regularly ranked as one of the leading organisations in the UAE CEE research. This year, Emirates has moved up 81 places in the UK index, ranking 11th and the number 1 airline. Over the past 12 months, Emirates has improved its Integrity score by 7 percent and Time and Effort by 5 percent. We spoke to **Sir Tim Clark**, President of Emirates Airline, to gather his perspective.

Post pandemic recovery

|| When assessing this improvement, it is helpful to contextualise the environment. Integrity is about doing the right thing. As we entered the pandemic, we decided to refund customers who could no longer fly. This was a big financial decision, it involved returning over £2 billion, something that not every airline was willing or indeed able to do. However, it wasn't our money, and it was the right thing to do.

We knew that after every crisis that impacts the flying public there is a large surge in demand. Consequently, we focused on getting to a state of readiness and, as the pandemic receded, we mobilised a set of aircraft and crews and were quickly able to reopen. Our aircraft were full, the demand was exceptional – there were three people for every seat in all classes.

We also refurbished our lounges, we updated our aircraft and the meal quality – it was coming back in a way that not only met our customers' previous expectations but exceeded them.

Being true to the brand

From day 1 we have sought to ensure our product was second to none. It is all about attention to detail. We see product development as a continuum, continually innovating, improving and setting new standards. Others may copy individual aspects of what we do, but it is how the whole works together as a complete experience, that is the Emirates brand.

We put ourselves in our customers' shoes. During the flight people want to get up and stretch their legs, so we put a bar and lounge at the end of the upper deck. It is why the A380 has a spa and shower facilities. After a 16-hour flight you want to leave the aircraft feeling refreshed ready to get to work, meeting ready.

A service ethos

Our belief is that customers will return to a supplier that seeks to do the best it can for them, that genuinely cares about their experience, and sees them as individuals with their own ideas of what life is about.

It means we must care about ethnicity. On one of our A380s at any point in time we could have up to a hundred nationalities aboard. Every passenger has their own unique story, and we need to understand that and reflect it back. This means different expectations, needs and preferences; our people need to be able to detect what is needed and consistently deliver.

AI and data drive unique levels of personalisation

Every time an A380 takes off it generates 1.5 terabytes of data. It allows us to create detailed genomes of our passengers and their needs. We are seeking a level of useful personalisation that is beneficial to the individual – not intimidating or frightening.

New technology has the potential to radically improve the airport experience. In fact, it will mean that from arrival at the airport to departure they just keep walking – biometrics validates their security clearance; sub-atomic particle analysis will validate that their luggage poses no danger. Technology will manage their boarding sequence and the agonies of kerbside entry through the airport to the aircraft will be eliminated. The experience of going through the airport will be a joy!"

**With thanks to Sir Tim Clark,
President of Emirates Airline**